

Substitute Form PTO-1449 (Modified)	U.S. Department of Commerce Patent and Trademark Office	Attorney Docket No. 16113-0632001	Application No. 10/748,682
Information Disclosure Statement by Applicant (Use several sheets if necessary) (37 CFR §1.98(b))		Applicant Koningstein	
		Filing Date December 31, 2003	Group Art Unit 3688

U.S. Patent Documents							
Examiner Initial	Desig. ID	Document Number	Publication Date	Patentee	Class	Subclass	Filing Date If Appropriate
	1	10/112,656	03/29/2002				
	2	10/445,376	05/23/2003				
	3	6,271,840	08/2001	Finseth et al.			
	4	6,313,855	11/2001	Shuping et al.			
	5	7,490,288	02/2009	Undasan			
	6	7,668,748	02/2010	Veach			
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	8	7,792,698	09/2010	Veach et al.			
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	11	2002/0163545	11/2002	Hii			
	12	2005/0076014	04/2005	Agarwal et al.			

Foreign Patent Documents or Published Foreign Patent Applications								
Examiner Initial	Desig. ID	Document Number	Publication Date	Country or Patent Office	Class	Subclass	Translation	
							Yes	No
	13							

Other Documents (include Author, Title, Date, and Place of Publication)		
Examiner Initial	Desig. ID	Document
	14	"IAB, NAI Change Tactics on Ad Targeting", Mike Shields. Mediaweek. April 15, 2010, 2 pages.
	15	"NY Times online ad model mimics print", Kate Maddox. B to B. Chicago: Dec 10, 2001. Vol. 86, Iss. 22; pg. 10, 1 pgs, 2 pages.

Examiner Signature /Khanh Le/	Date Considered 06/05/2011
EXAMINER: Initials citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	